

D.I.S. Consulting

C O R P O R A T I O N

Publishing syndicated market research surveys in media technology markets since 1982

Battery & Charger World™ 2010

To be Published: July 2010

General Overview:

This is the FIRST Global benchmarking survey focusing on Pro Camcorder & Related Battery & Chargers. **Battery & Charger World™ 2010** follows on to our previous surveys such as the camcorders-only report, Professional Camcorders World™ 2009. This benchmark global report is the result of the most comprehensive syndicated market research survey ever conducted regarding camcorder batteries, their chargers and related systems, globally.

Markets Surveyed:

1. TV & Cable Networks & Stations
2. Production Companies
3. Mobile/OB
4. Independent Film & Video Companies
5. Event Video
6. Institutional Facilities
7. Rental Houses

In the summer of 2010, we will publish a comprehensive report, showing all results in Total (all sub-markets) and one report each for the four (4) major geographic regions (USA, EMEA, Asia-Pacific and the Americas). Those reports will be modularly available for purchase.

Key Issues:

Professionals using camcorders are constantly searching for the battery & charger to complete their workflow. Among key issues to be clarified by *Battery & Charger World 2010* are: # of units of Battery and Chargers owned by brand, bought in the last 12 months (2009), type of camcorder applications, price range – different price levels, ADI or comparable ranking of stations, type of recording media utilized (Formats), maximum recording capacity, use of media storage and capacity, workflow patterns – shifting trends in post, troublesome problems, and a summary of key features of batteries and chargers.

Deliverables:

The sponsors receive a CD-ROM copy of the survey results for those regions they have sponsored and/or for the global totals if they have sponsored the survey on a global level. Our new style of report now features more analysis, more section summaries and less pages of unneeded detail. There is even a 'leaders summary' that provides an easy to absorb view to your senior executives.

The Market, Universe Size and Response Level Sought: 1200 respondents.

The Market, Universe Size and Response Levels That Are Sought is Based on 1,200 Completed Surveys.

We feel strongly that the proposed sampling plan closely follows manufacturer sales territories—for activity among broadcast TV & cable stations, production and post-production facilities, and institutional markets including other venues. The sampling plan (shown below) is an estimate of the total universe size in terms of number of sites and responses to the trends and products questions of the study from which projections are made.

This tracking survey covers four regions:

- USA
- EMEA (Europe, Middle East, and Africa)
- Asia-Pacific
- The Americas (including Central and South America).

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Additional in-country guides were also utilized, as needed, to augment the above list sources. These included guides such as SONOVISION’s Qui Fait Quo (France’s renowned production facility guide) and other comparable guidebooks. The same is true of professional society lists that will be tapped in certain countries to at least check against other lists. The above lists were sometimes altered as we further developed the actual field phase and chose to balance the sampling. We are always open, as well, to suggestions from our clients regarding list sources, universe sizes or any aspect of the research design in future fielding.

SAMPLING PLAN

Market Segment & Regional Universe	<i>Responses Sought**</i>				
Vertical Market	United States	EMEA	Asia	Americas	
TV & Cable	90	80	70	50	290
Production	80	70	60	40	250
Mobile/OB	60	50	40	30	180
Independent Film & Video	50	40	30	20	140
Event Videographers	50	40	30	20	140
Institutional Facilities	30	30	20	20	100
Equipment Rental Houses	30	30	20	20	100
Total User Markets	390	340	270	200	1,200

Lists by Region and Marketplace				
Markets	USA	EMEA	ASIA	AMERICAS
TV & Cable	NAB/SMPTE Broadcasting & Cable Ybk RTNDA	NAB/IBC/Kemps World Guide to Film & TV RTNDA	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV Set/Caper
Production	NAB/SMPTE O'Dwyers	IBC/Kemps Compass	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper
Mobile/OB	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guide	NAB/IBC guides SET/Caper
Independent Film	NAB/SMPTE O'Dwyers	IBC/Kemps Compass	BA/IBC/NAB Kemps, BIRTV,	NAB/IBC Set/Caper
Event Videographers	NAB/SMPTE Yellow Pages	NAB/IBC Kemps, Sonovision, ETC	BA/IBC/NAB/ Kemps,China Broadcasting Directory	NAB/IBC Set/Caper
Institutional Facilities	NAB/SMPTE Yellow Pages	NAB/IBC Kemps, Sonovision, ETC	BA/IBC/NAB/ Kemps,China Broadcasting Directory	NAB/IBC Set/Caper
Equipment Rental Houses	NAB/SMPTE Yellow Pages	NAB/IBC Kemps, Sonovision, ETC	BA/IBC/NAB/ Kemps,China Broadcasting Directory	NAB/IBC Set/Caper

Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Preface & Purpose Project Staff Executive Summary Industry Forecasts with 5 year span</p> <p>GENERAL REPORT Type of operation Leading applications as such: News, Production, Sports, Documentary, etc. Size of budget Budget increasing, decreasing or remaining same Size of revenues Revenues increasing, decreasing, remaining same Price range – different price levels Number of staff having access to batteries and chargers Month most often purchasing Extent of purchase authority Source of purchases Purchase influences ADI or comparable ranking of stations Type of station or facility</p> <p>TECHNOLOGY TRENDS Type of recording media utilized Maximum recording capacity Use of media storage and capacity Departments responsible for camcorders Workflow patterns – shifting trends in post MPEG orientation and IP/IT issues HD/HDV orientation and transition Compression use Computer platforms used and disk versus tape Year of first system purchase Year of latest system purchase Use of Fiber Channel, FireWire, Ethernet or SCSI Troublesome problems Summary of key features of batteries and chargers Number of batteries and chargers now owned Number of batteries and chargers bought and planned Other leading accessories, in lighting, tripods, etc.</p>	<p>BRAND IMAGE REPORT – BY GENRE General criteria for Brand Image Rankings Image rankings of major brands of servers including: For: A) Price, B) Quality, C) Reliability and D) After-sales-service</p> <p>PRODUCT REPORTS – BY GENRE By vertical market and region Number of the below systems owned (installed) Number of units by brand, model, type or series Value in dollars and number of units purchased Value in dollars and number of units planned Value in dollars and/or euro Breakdowns by major application groups Longer term prospects for sales – 5-year forecasts</p> <p>Magazines and Trade Shows Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued</p> <p>With Brands to include (but not be limited to): Anton-Bauer, Arriflex, Anji, Bescor, Canon, CTA-Digirite, Cine 60, Duracell, Elmo, Empire, Frezzi, Grass Valley Group (Thomson), Hitachi, Ikegami, Impact, Ikelite, IDX, JVC, Kodak, Multi-Fit, Monster Power, Nikon, PAG, Panasonic, Panther, Philips, Power 2000, Saft, Sinotop, Samsung, Sanyo, Sharp, Sony, Toshiba, Twenty-20, Vari-zoom And Others</p> <p>(See Brand Image and in Product Sections to locate name brand in the questionnaire)</p>
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Format of Reporting Data

Summary tables, color Excel charts, graphs and a written summary sections show the quantitative results in each section or product category and are prepared using Microsoft Word™ 6.0, and Excel™ 7.0. The tables showing full corporate results and regional detail for all questions asked are also provided. The report is also available on computer disc. Below see report outline.

1. Product Report

- Battery & Charger product category and related aspects to be surveyed
- Unit and market value data in each
- Brand and leading model market shares
- Installed base (owned)
- Purchases in the past 12 months and value
- Plans to buy in the next 12 months and value
- Prospects for out years (5-year forecasts)
- Custom reports available (special cross-tabulations)

2. General Marketing & Media Report

- Trends relating to the overall state-of-the industry
- Equipment budgets and buying habits
- Demographics
- New Technologies, applications and trends, such as IP, TV, HD, MPEG
- Applications planned/used for, streaming, MPEG, etc
- Trade magazine readership and trade show attendance and preference

3. Brand Image Report

- Brand image ratings for pre-field, front-end sponsors only (all leading brands)
- Designed to assist companies identify and leverage market positioning, and brand share
- Key marketing performance attributes including: product reliability, after-sales service, pricing, quality
- Ratings compared by brand, and in each factor, as well as by overall composite brand image. All charts also show the industry average

D.I.S. Multi-Client Studies

The design of *Battery & Charger World™ 2010* is modeled after other benchmark surveys, and the 41 years of experience that Douglas I. Sheer, DIS Consulting Corporation's CEO, has had in a variety of marketing, publishing, advertising, consulting and research positions, as well as 28 years that DIS Consulting Corporation has conducted custom, large multi-client and proprietary end-user and dealer market research surveys in the professional imaging and communications sectors in the U.S. and Europe since 1982. In all, Sheer and his firm have served more than 1,400 industry clients.

Experienced Staff:

DIS Consulting Corporation maintains six regular staff and utilizes a project staff of five others on its syndicated projects. This core research group is augmented by use of other freelancers, as appropriate, for the individual projects undertaken. In all, DIS publishes 28 reports annually.

Method Used

The Use of E-mail blasts:

Most data is collected using on-line collection methods at on-line websites. D.I.S. uses the auspices of the NAB Show's opted in e-mails as well as other sources to reach out to solicit responses from professional end-users.

Installed equipment base is taken, census style, as well as information regarding 12 months of past purchases and future purchase plans over the next 12 months are also gathered. Other sections have questions on media and shows, equipment budgets, purchase authority, brand image, staffing and technological trends.

Incentives:

Survey respondents receive a *copy of the joint D. I. S. /Nab Show Global trends Report™ 2010* edition for their help, which is worth \$450 USD to them (it sells for that price at retail).

Clients Made Inputs to Questionnaire and Report Formats:

The questionnaire is designed to inventory installed brands and model stations, by product category. Data entry and computer tabulation is then done using a network of personal computers running the proprietary tabulation program. Microsoft Excel™ is used for the spreadsheets (tabs) and analysis is written in MS Word. A variety of color charts and graphs are provided, taken directly from the Excel spreadsheets. At the end of the project, clients receive a CD-ROM of all the data.

Avoiding Duplication:

An effort has been made to avoid overlapping and duplication in the lists utilized. A merge/purge program is run to sort and be sure that we only mail one questionnaire per targeted name.

Top Ranked Firms Targeted:

Naturally, we seek to target each major network, large stations and facilities and MSOs, worldwide. So, we cull such names and addresses from all the lists we use. In general, the aim is to make sure that the top ranked sites get hit and not missed in our sampling. This is key as they often represent a disproportionate share of where gear can be found.

Pricing & Terms

With the purchase of the full report, in other words, three or more product categories, a client receives the Product Report, the General Marketing & Media Reports, as well as the Brand Image Reports. Pricing is based on the number of product categories requested. Pre-Publication Sponsor prices are lower than post publication prices (April 2008 and beyond). Please consult with us for a more customized project.

Battery & Charger World™ 2010	Pre-Publication Prices	Post-Publication
Report Type*	Orders <u>By</u> closing	Orders <u>After</u> Publication
Regional Reports		
• 1 region or global product genre	\$5,950	\$7,140
• 2 regions or global product genres	\$6,961	\$8,353
• 3 regions or global product genres	\$8,144	\$9,772
• ALL 4 regions – all product genres (Global FULL Sponsorship)	\$9,950 <u>Full GLOBAL</u>	\$12,050 <u>Full GLOBAL</u>
<i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i>		
Global Brand Image Report	\$3,495	\$4,194
Single Region Brand Image Report	\$2,495	\$2,994
Global Trade Media & Shows Sections	\$3,495	\$4,194
Regional Trade Media & Shows Sections	\$2,495	\$2,994

* General Report is FREE with orders of one or more regions

** Brand Image Report is FREE to sponsors of one or more regions

*** Fifty-percent (50%) of the fee is due on subscription (sponsorship) with our invoice and the remaining fifty-percent (50%) of the payment is due on delivery of the report(s). All payments must be made in USD and when made from foreign countries are to be made by bank wire transfer. In the U. S. a USD funds check is acceptable.

Overall Design:

The design of *Battery & Charger World™ 2010* is based on other benchmark survey, and 39 years of experience that Douglas I. Sheer, D.I.S. Consulting Corporation's CEO, has had in a variety of marketing, publishing, advertising, consulting and research positions and, on the 29-year record his firm D.I.S. Consulting Corporation has had in conducting custom, large-scale multi-client and proprietary end-user and dealer market research in professional imaging and communications in the United States and Europe since 1982. In all, Sheer and his firm have served more than 1,400 industry clients.

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